



2019 Domestic Visitor Research



Prepared for Scottsdale

- First conducted in 1990, Longwoods Travel USA is the largest ongoing survey of American travelers.
- Quarterly survey asking respondents about leisure and business trips they took during the past 3 months
- In 2019, almost 275,000 trips in database
- There are 828 overnight and day trips to Scottsdale in the 2019 database



Travel USA Visitor Profile

2019 Domestic Visitor Volumes & Expenditures



2019

Size and Structure of Scottsdale's Domestic Travel Market

Total Size of Scottsdale 2019 Domestic Travel Market

Total Person-Trips

9.3 Million

+2.0% vs. last year

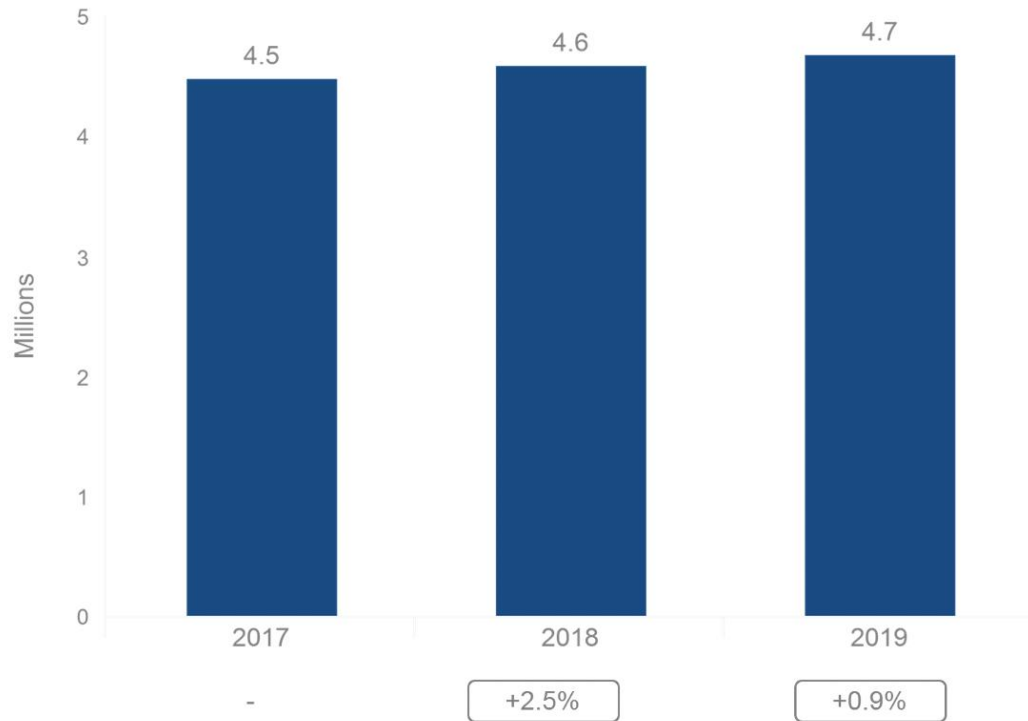


■ Day
49% | 4.6 Million

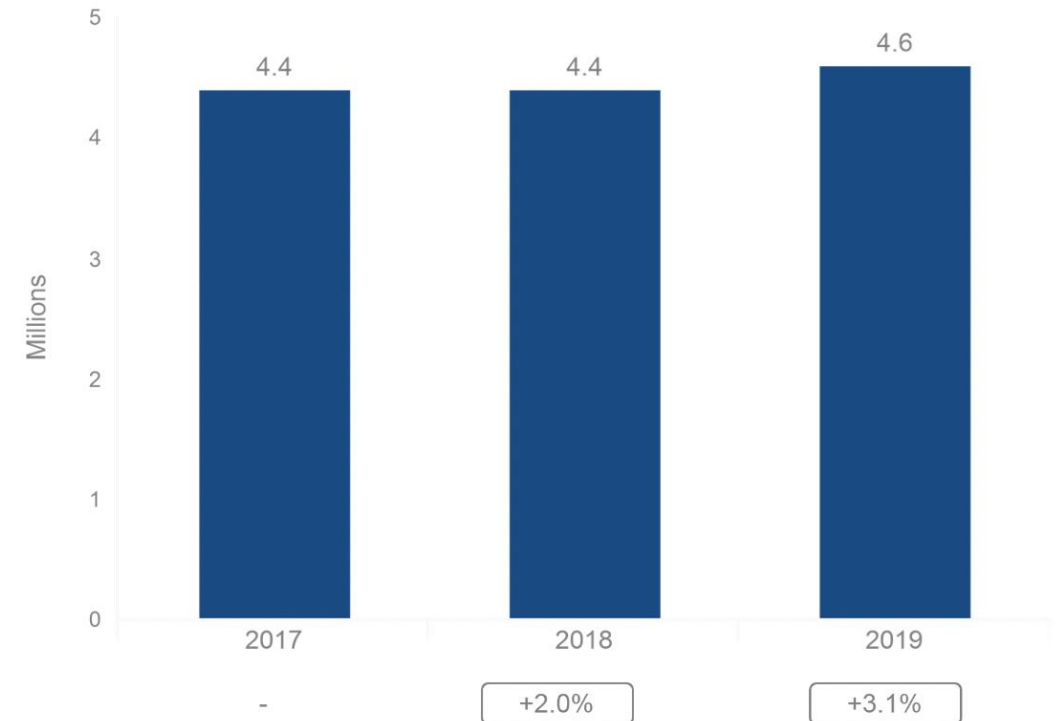
■ Overnight
51% | 4.7 Million

Scottsdale's Domestic Visitation

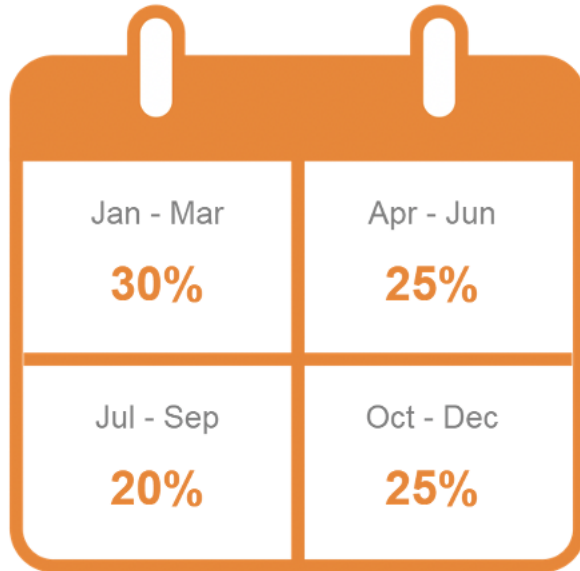
Overnight Trips to Scottsdale



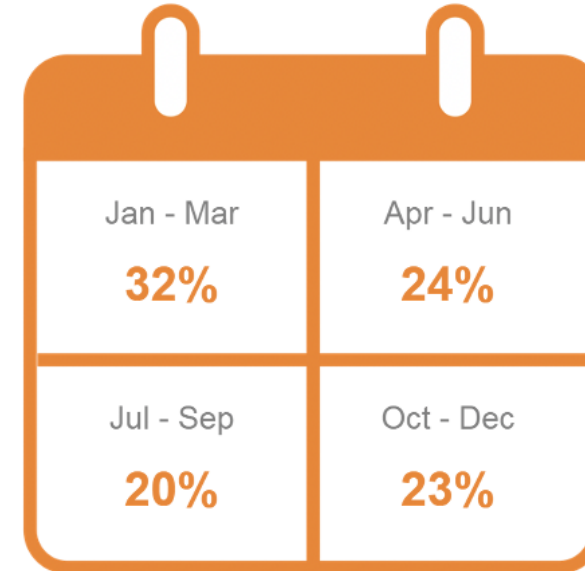
Day Trips to Scottsdale



Scottsdale's Seasonality of Trip



Season of Trip
Total Overnight Person-Trips



Season of Trip
Total Day Person-Trips

Scottsdale's Domestic Overnight Expenditures

Domestic Overnight Expenditures - by Sector

Total Spending

\$ 1.421 Billion

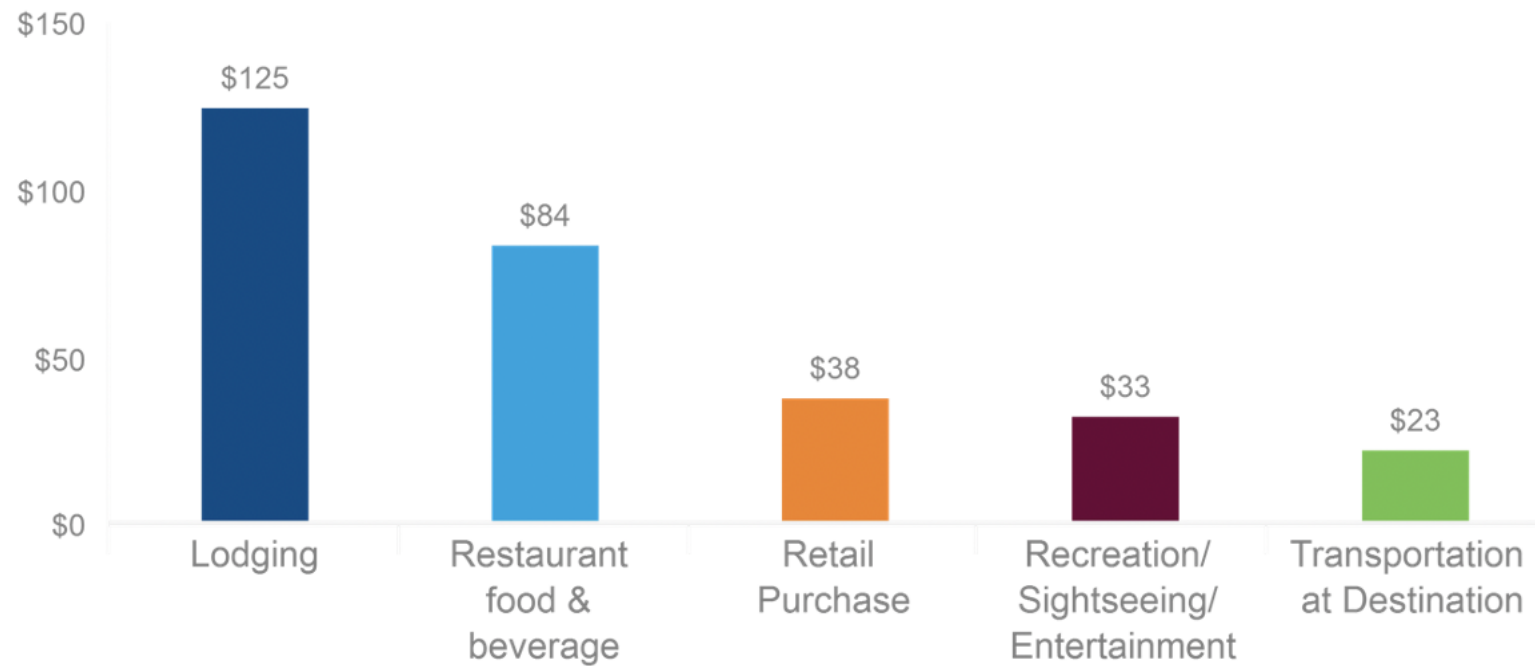
+5.7% vs. last year



- Lodging
41% | \$588 Million
- Transportation at Destination
8% | \$109 Million
- Restaurant Food & Beverage
28% | \$392 Million
- Retail Purchase
13% | \$178 Million
- Recreation/Entertainment
11% | \$155 Million

Scottsdale's Domestic Overnight Expenditures

Average Per Person Expenditures on Domestic Overnight Trips - by Sector



Scottsdale's Domestic Day Expenditures

Domestic Day Expenditures - by Sector

Total Spending

\$337 Million

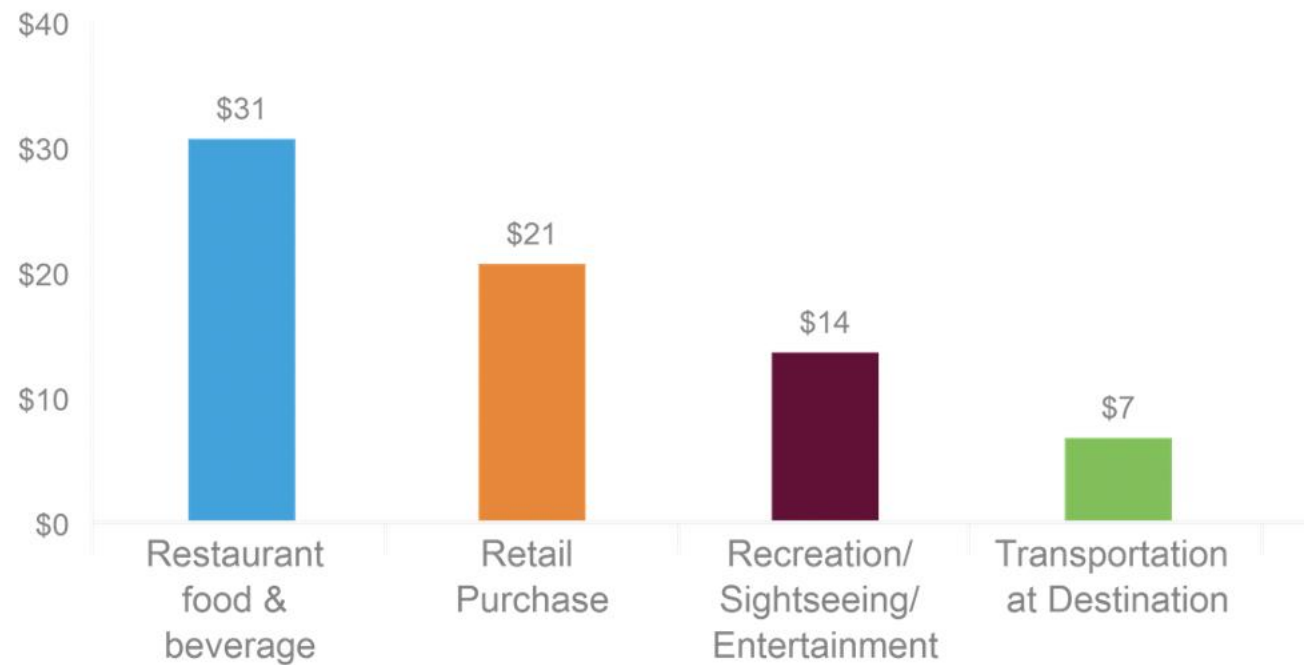
+7.4% vs. last year



- Transportation at Destination
10% | \$34 Million
- Restaurant Food & Beverage
43% | \$143 Million
- Retail Purchase
28% | \$96 Million
- Recreation/Entertainment
19% | \$64 Million

Scottsdale's Domestic Day Expenditures

Average Per Person Expenditures on Domestic Day Trips - by Sector





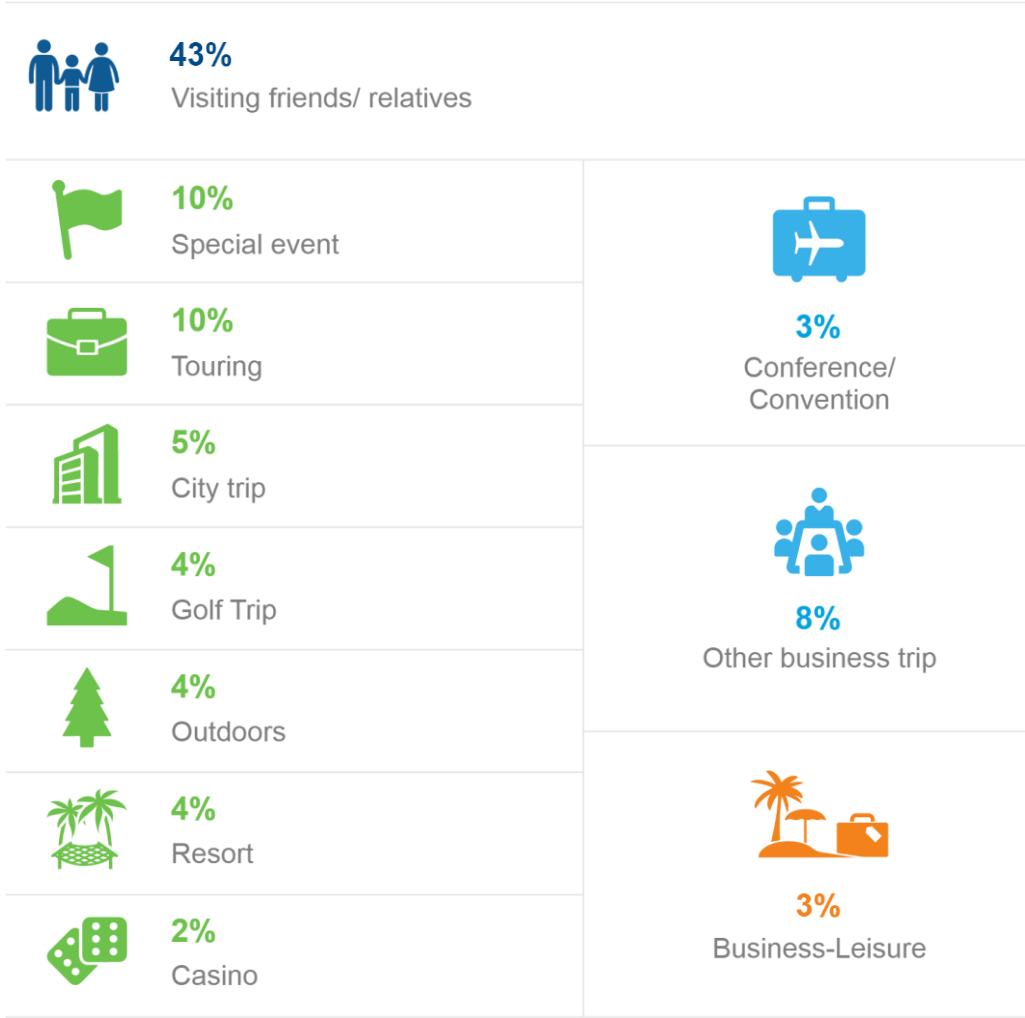
Travel USA Visitor Profile

Overnight Visitation

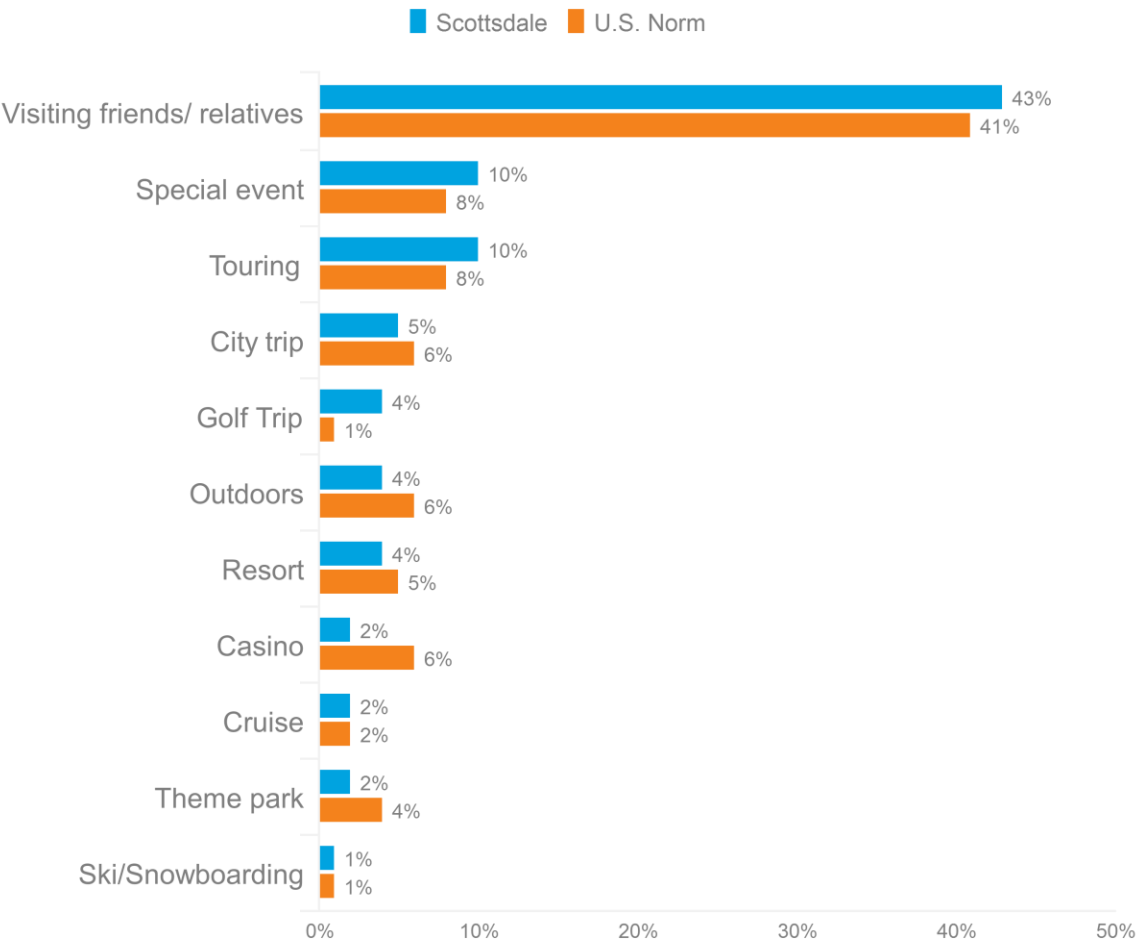


2019

Main Purpose of Trip

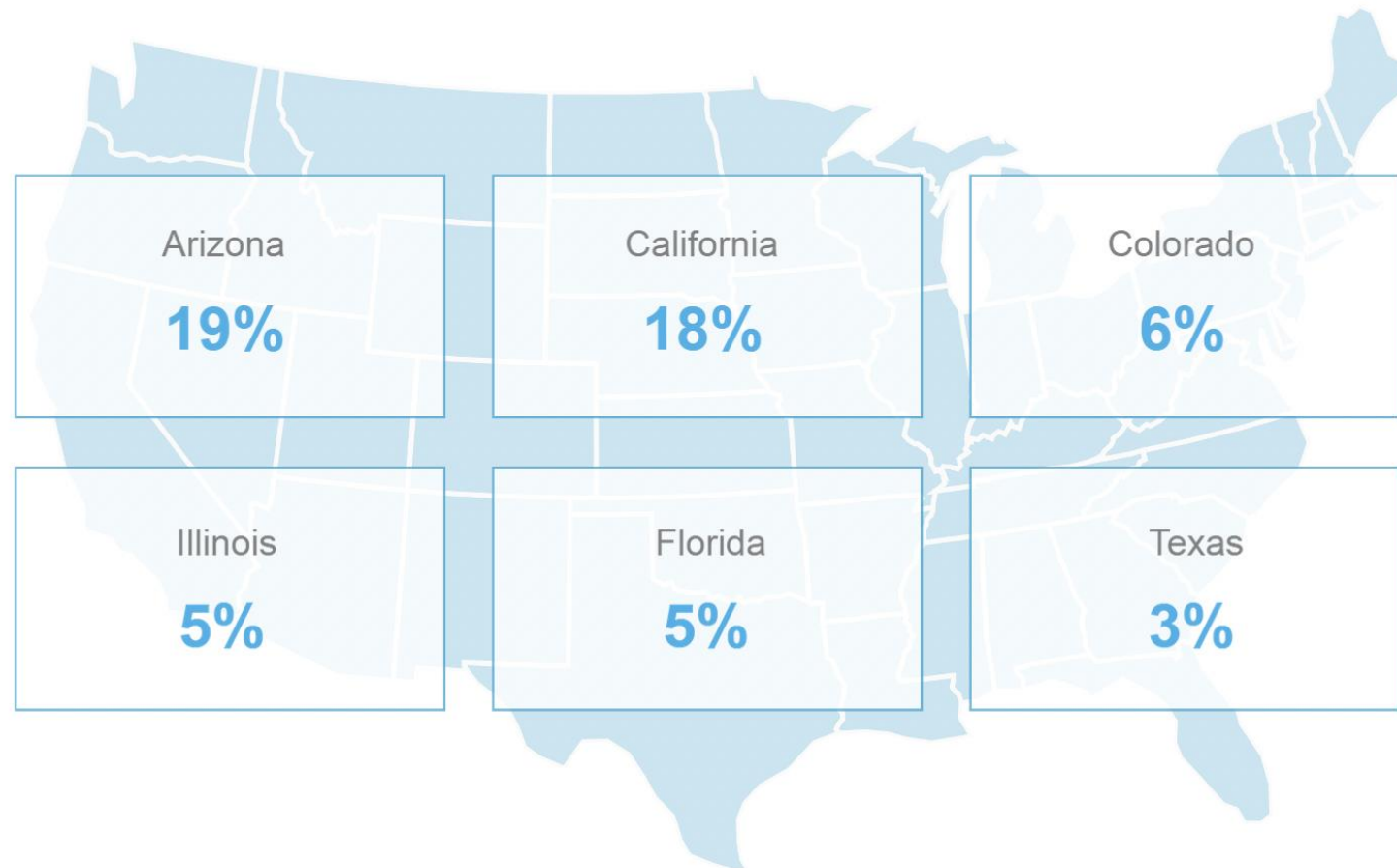


Main Purpose of Leisure Trip

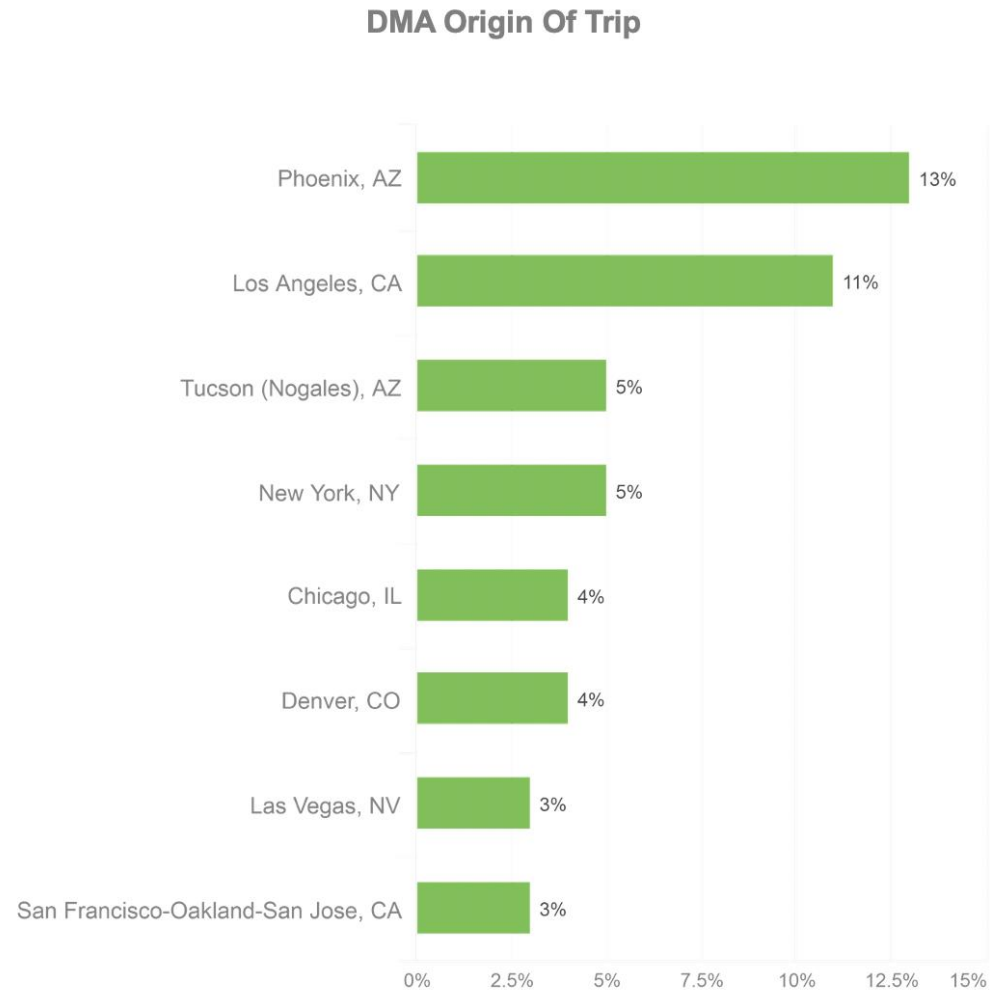


Scottsdale's Overnight Trip Characteristics

State Origin Of Trip

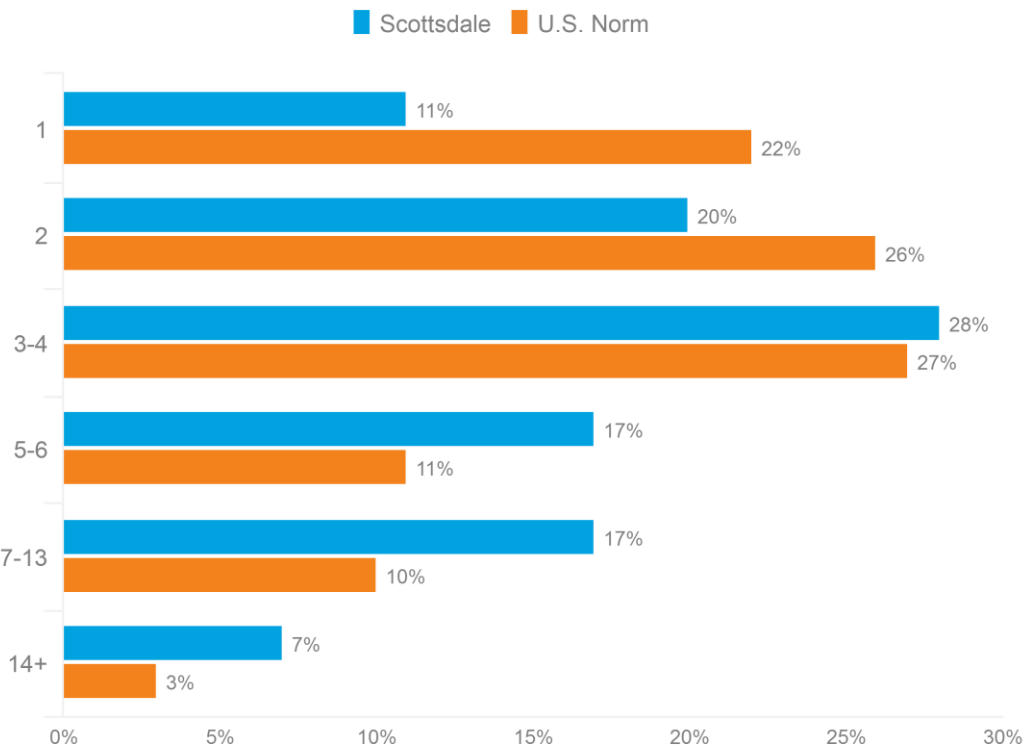


Scottsdale's Overnight Trip Characteristics



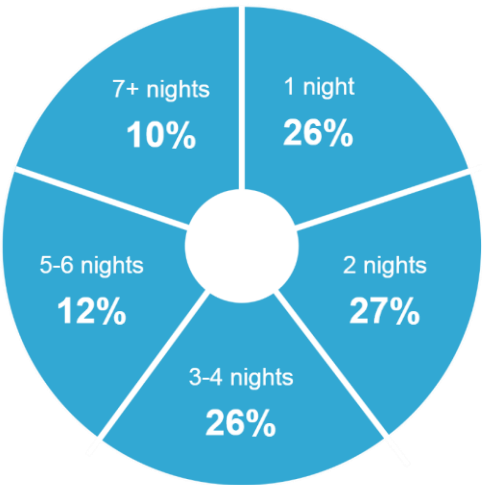
	Scottsdale	U.S. Norm
More than 1 year in advance	4%	4%
6-12 months	20%	14%
3-5 months	21%	18%
2 months	20%	17%
1 month or less	27%	33%
Did not plan anything in advance	9%	14%

Total Nights Away on Trip



Scottsdale
5.3
Average Nights

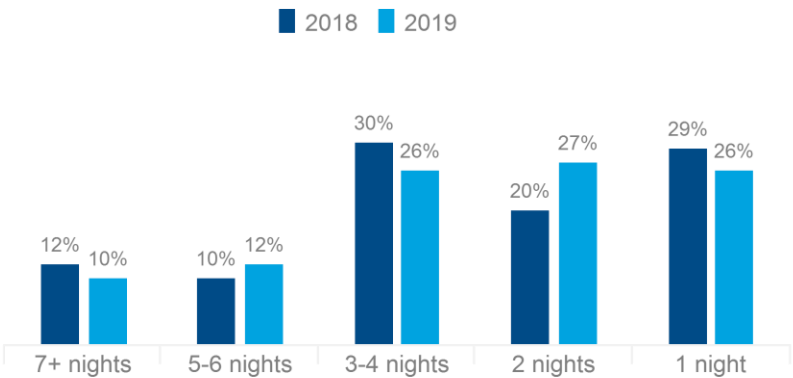
U.S. Norm
3.8
Average Nights



Nights Spent in Scottsdale

Average number of nights
3.5

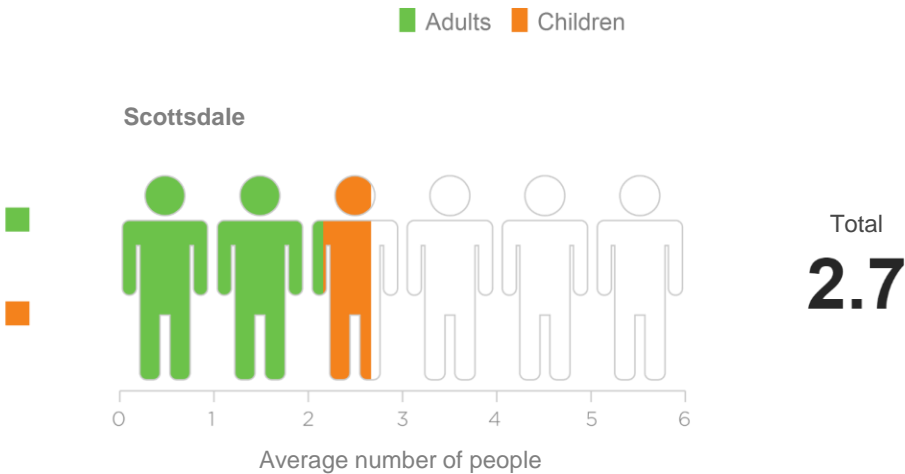
Number of Nights Spent in Scottsdale - Trended



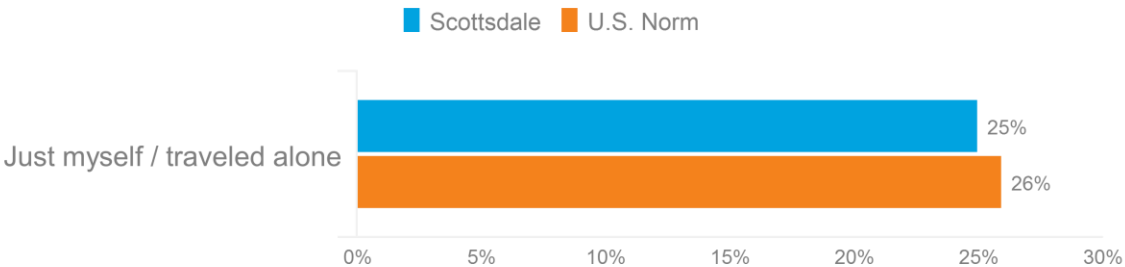
Average in 2019
3.5
Nights

Average last year
3.9
Nights

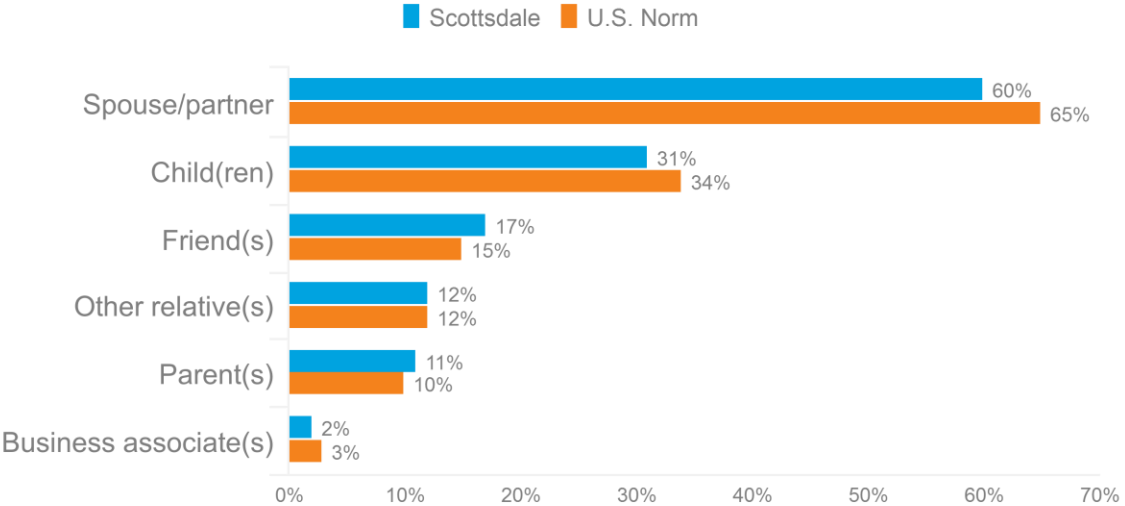
Size of Travel Party

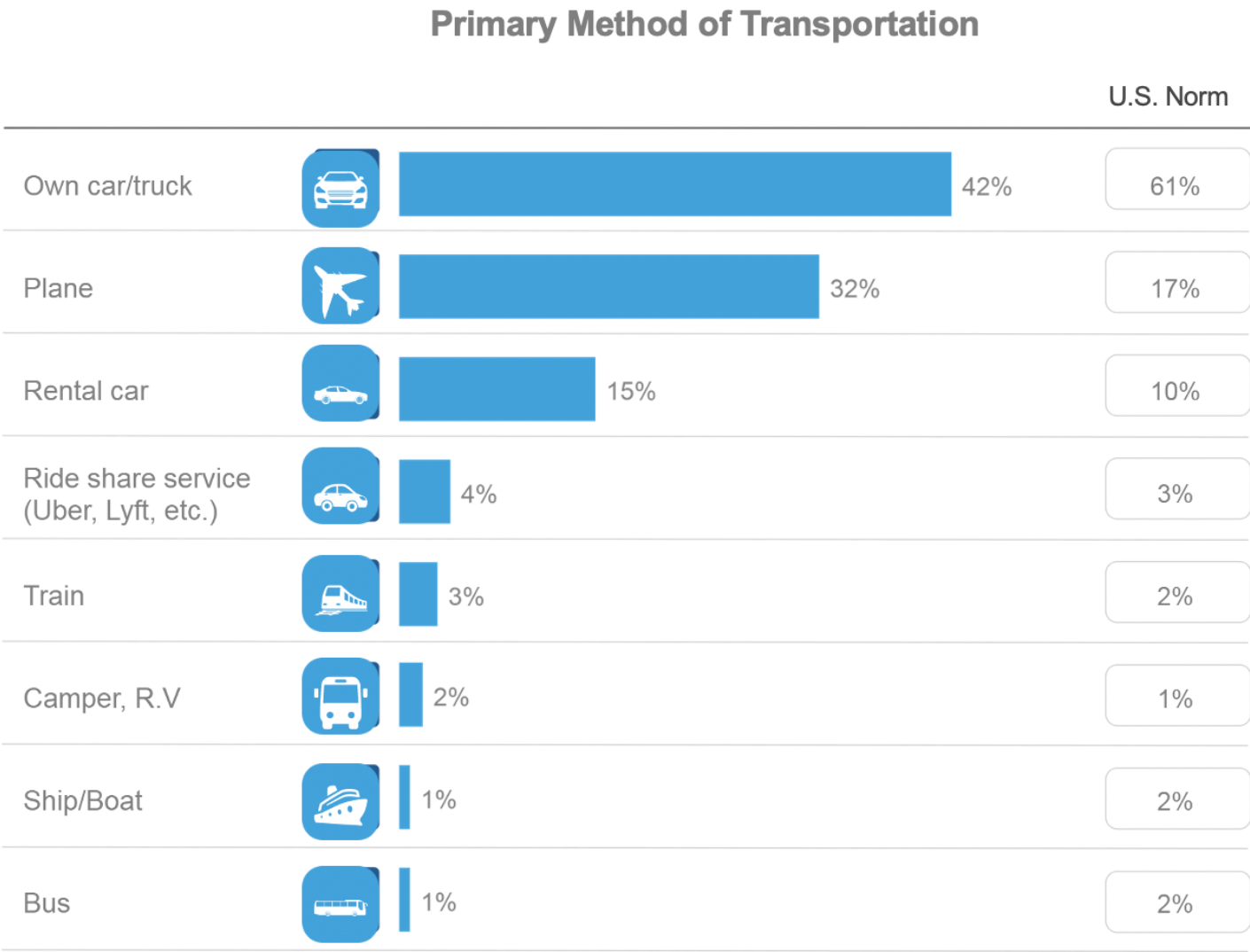









Percent Who Traveled Alone



Composition of Immediate Travel Party





Accommodations			
		Scottsdale	U.S. Norm
	Resort hotel	29%	23%
	Other hotel	23%	22%
	Home of friends or relatives	23%	22%
	Motel	13%	16%
	Rented home / condo / apartment	9%	5%
	Time share	8%	3%
	Bed & breakfast	8%	5%

Activities and Experiences (Top 10)

Shopping



40%

U.S. Norm

29%

Fine/upscale dining



22%

U.S. Norm

12%

Hiking/backpacking



19%

U.S. Norm

7%

Bar/nightclub



19%

U.S. Norm

14%

Swimming



18%

U.S. Norm

13%

National/state park



17%

U.S. Norm

9%

Landmark/historic site



17%

U.S. Norm

12%

Casino



13%

U.S. Norm

12%

Museum



12%

U.S. Norm

10%

Golf



10%

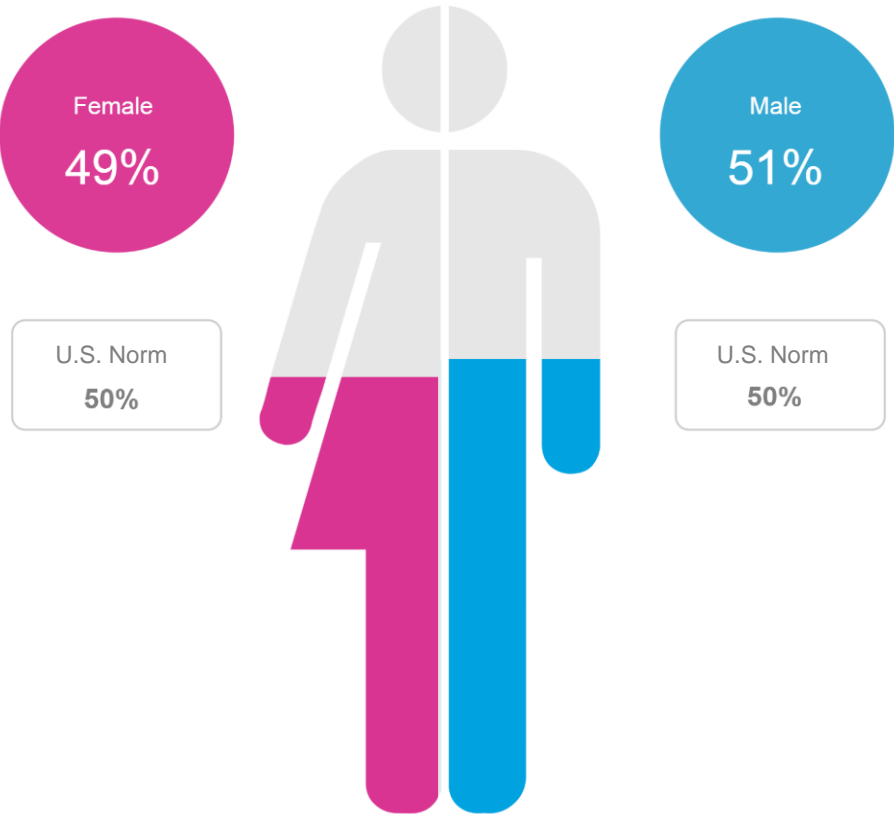
U.S. Norm

3%

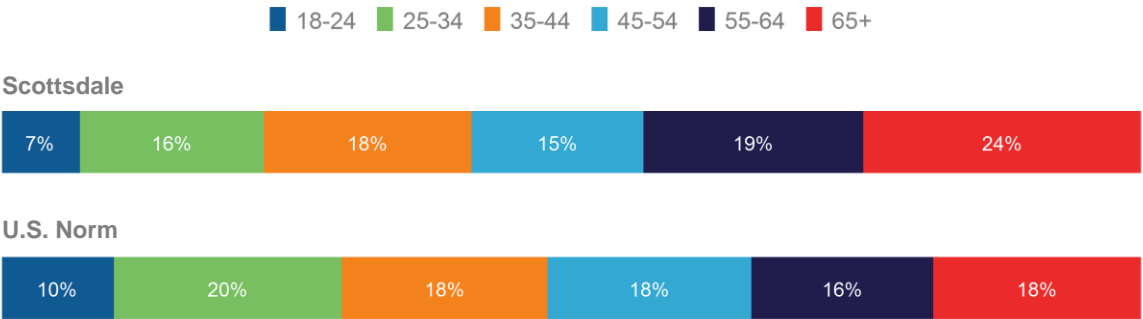
Demographic Profile of Overnight Scottsdale Visitors

Base: 2019 Overnight Person-Trips

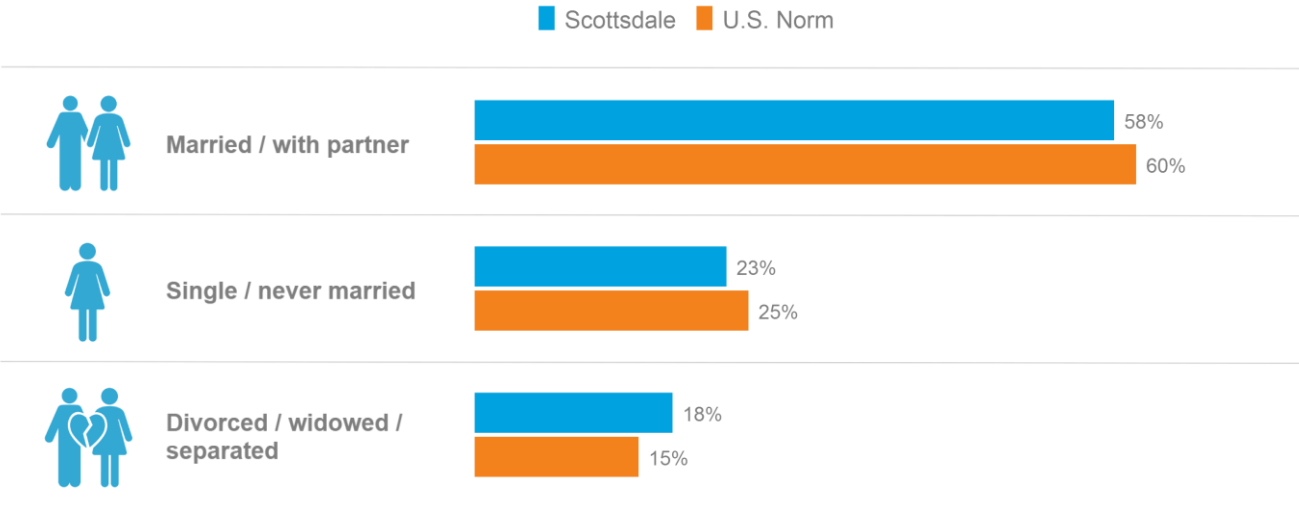
Gender



Age



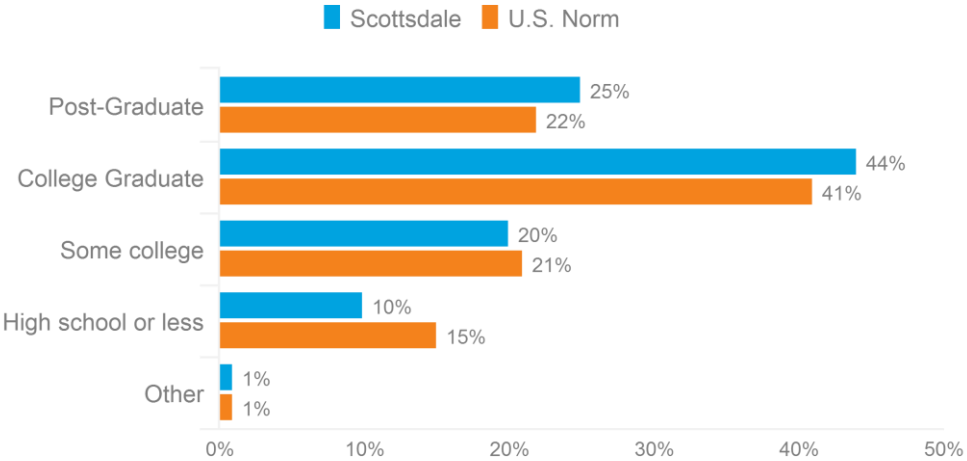
Marital Status



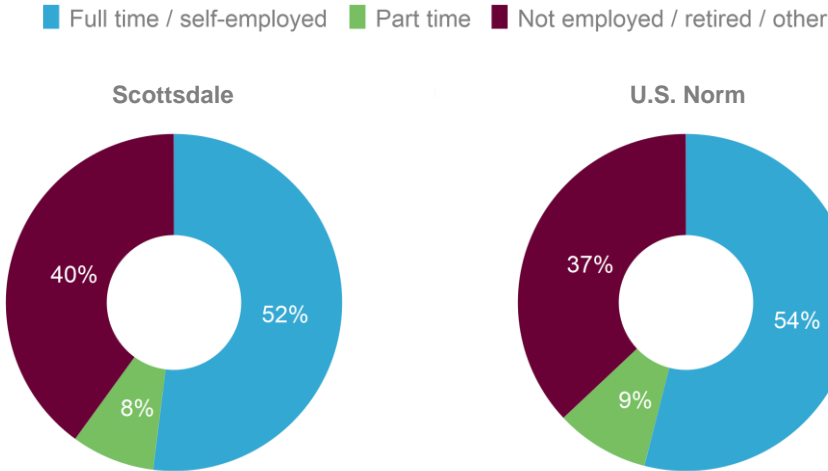
Demographic Profile of Overnight Scottsdale Visitors

Base: 2019 Overnight Person-Trips

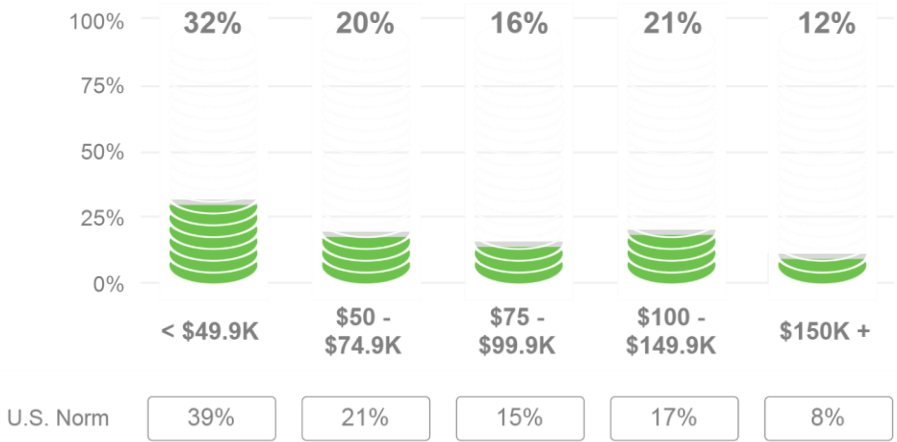
Education



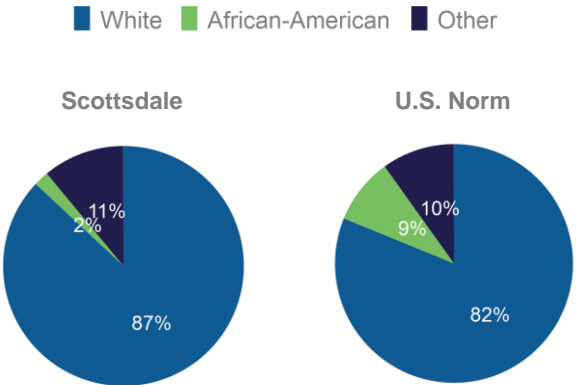
Employment



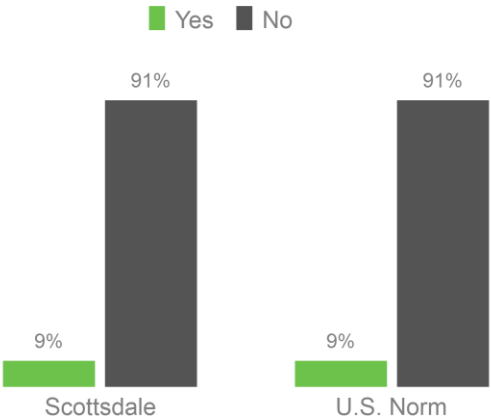
Household Income



Race



Hispanic Background





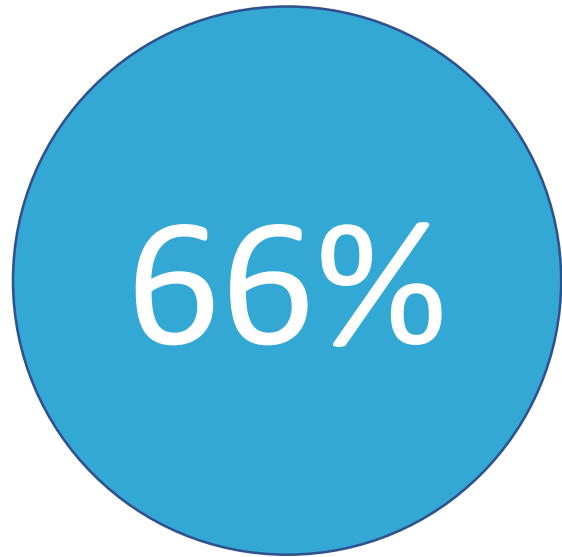
Travel USA Visitor Profile

RTS Overnight Trip Characteristics



2019

Impressions of Scottsdale as a Travel Destination



“A place I’d really enjoy visiting”

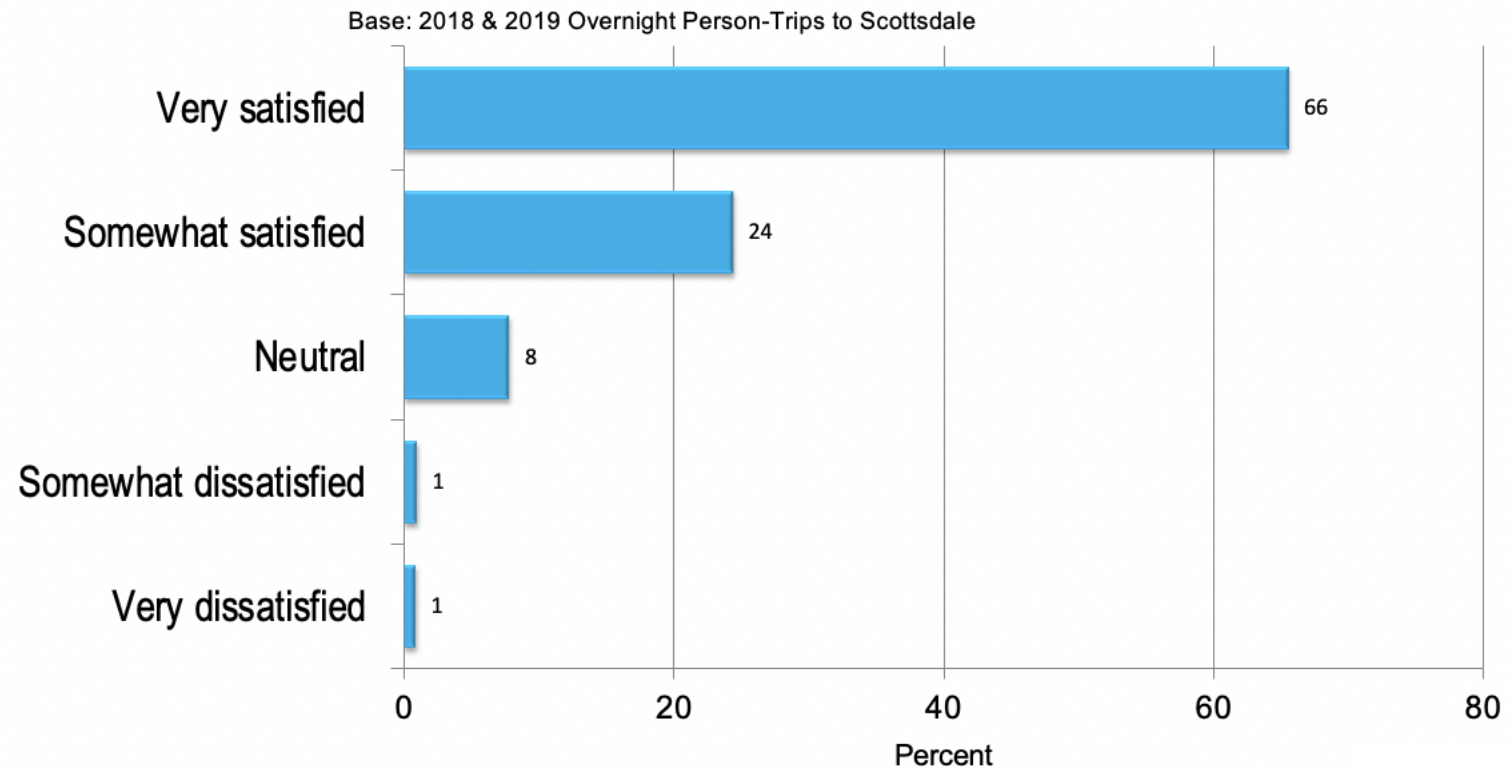
Future Visitation



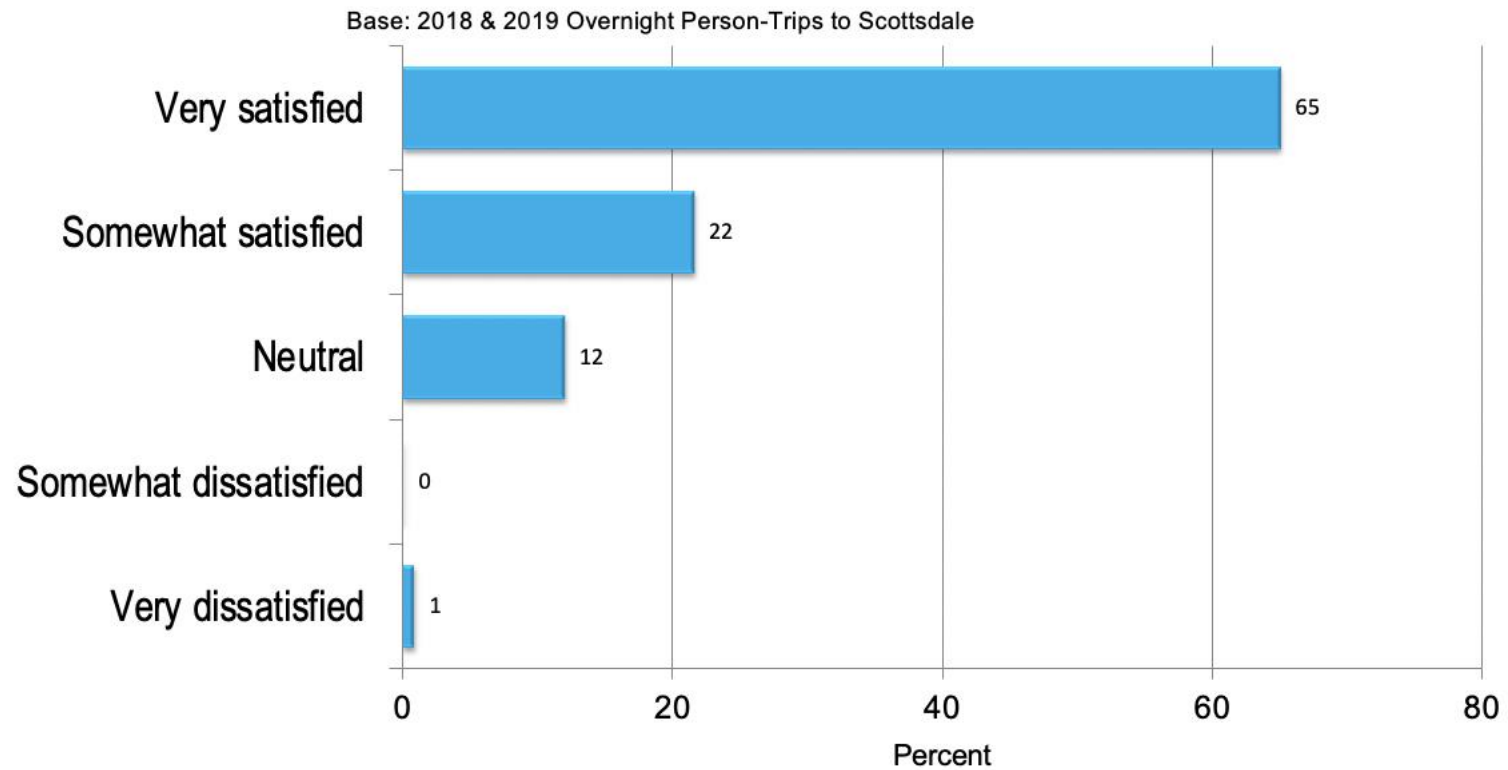
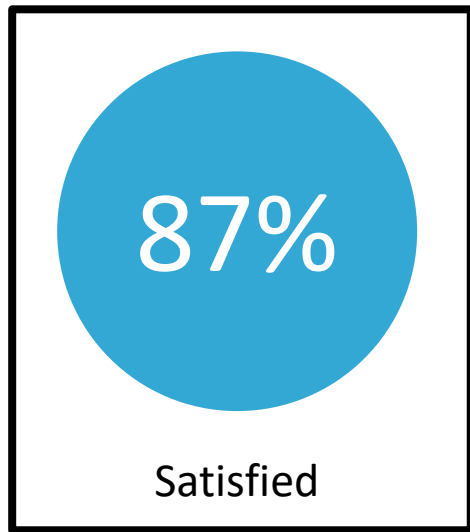
84%

Plan to visit Scottsdale again

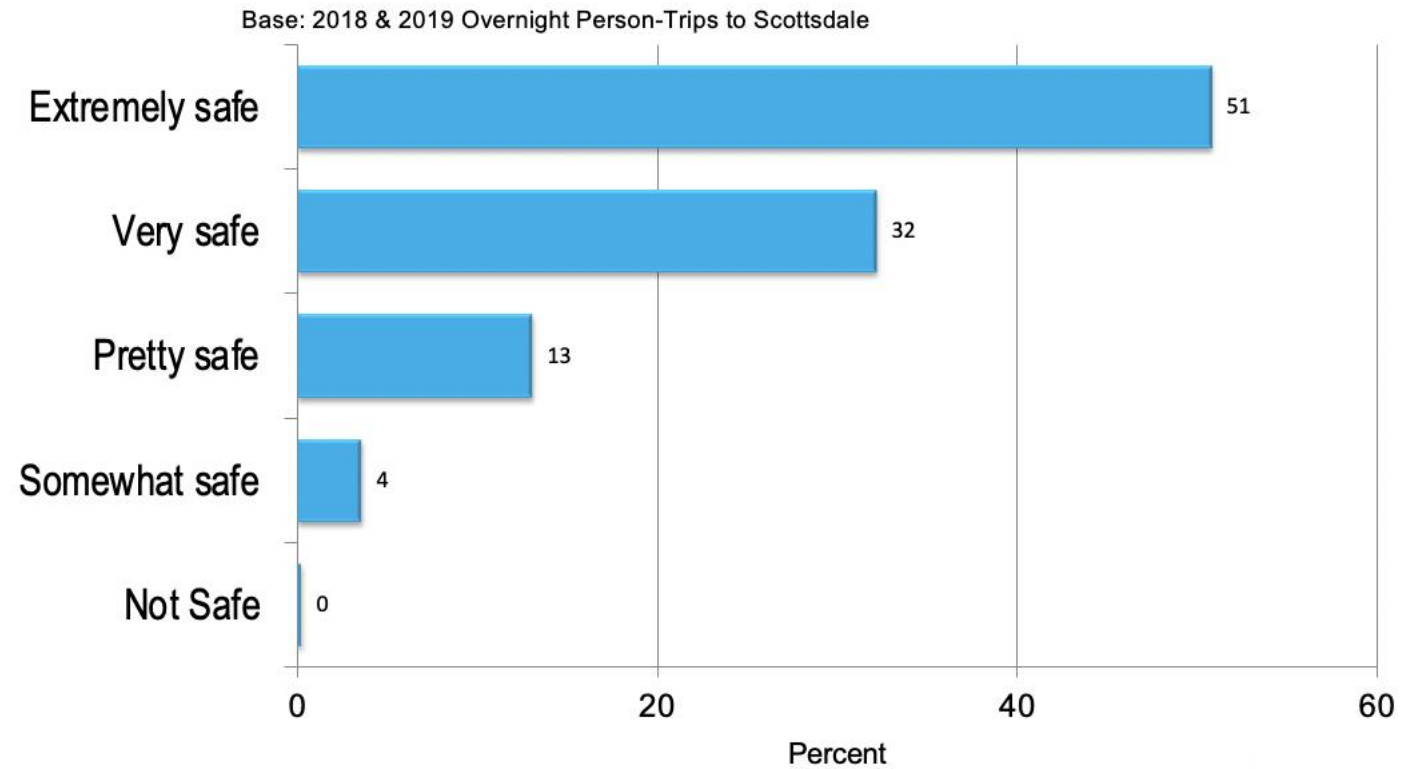
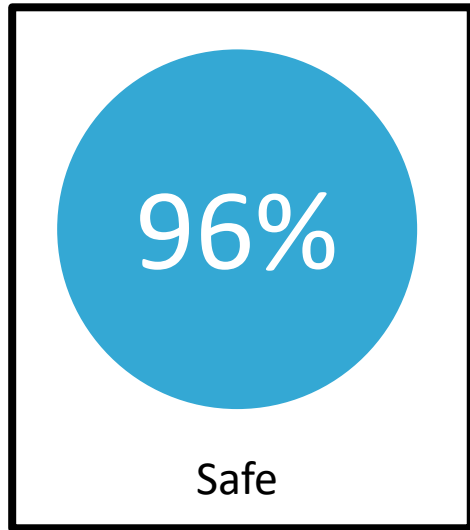
Overall Satisfaction with Scottsdale Trip



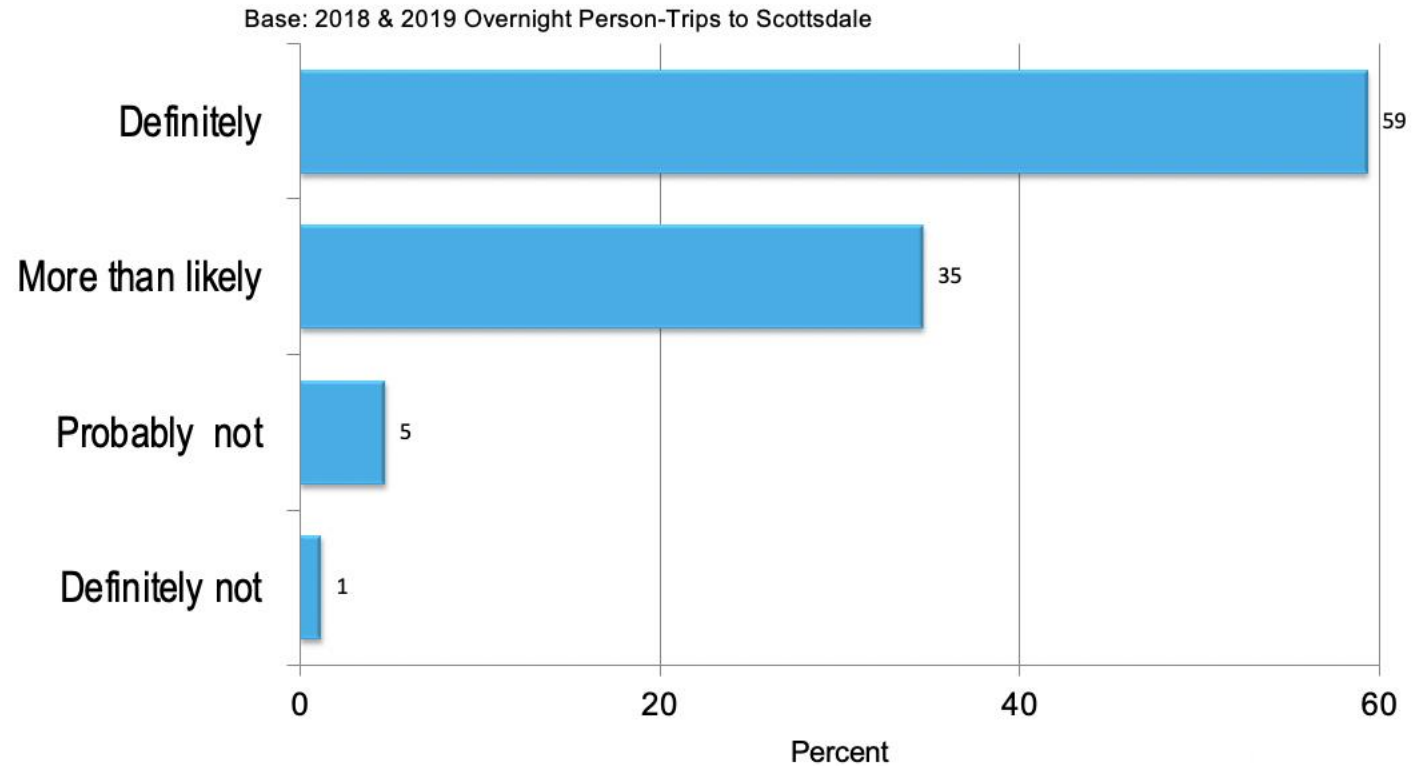
Satisfaction: Accommodation/Lodging



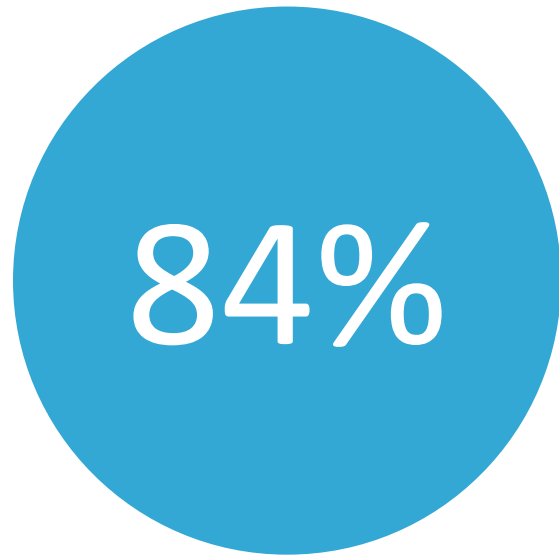
Perceived Safety



Likelihood to Recommend Scottsdale

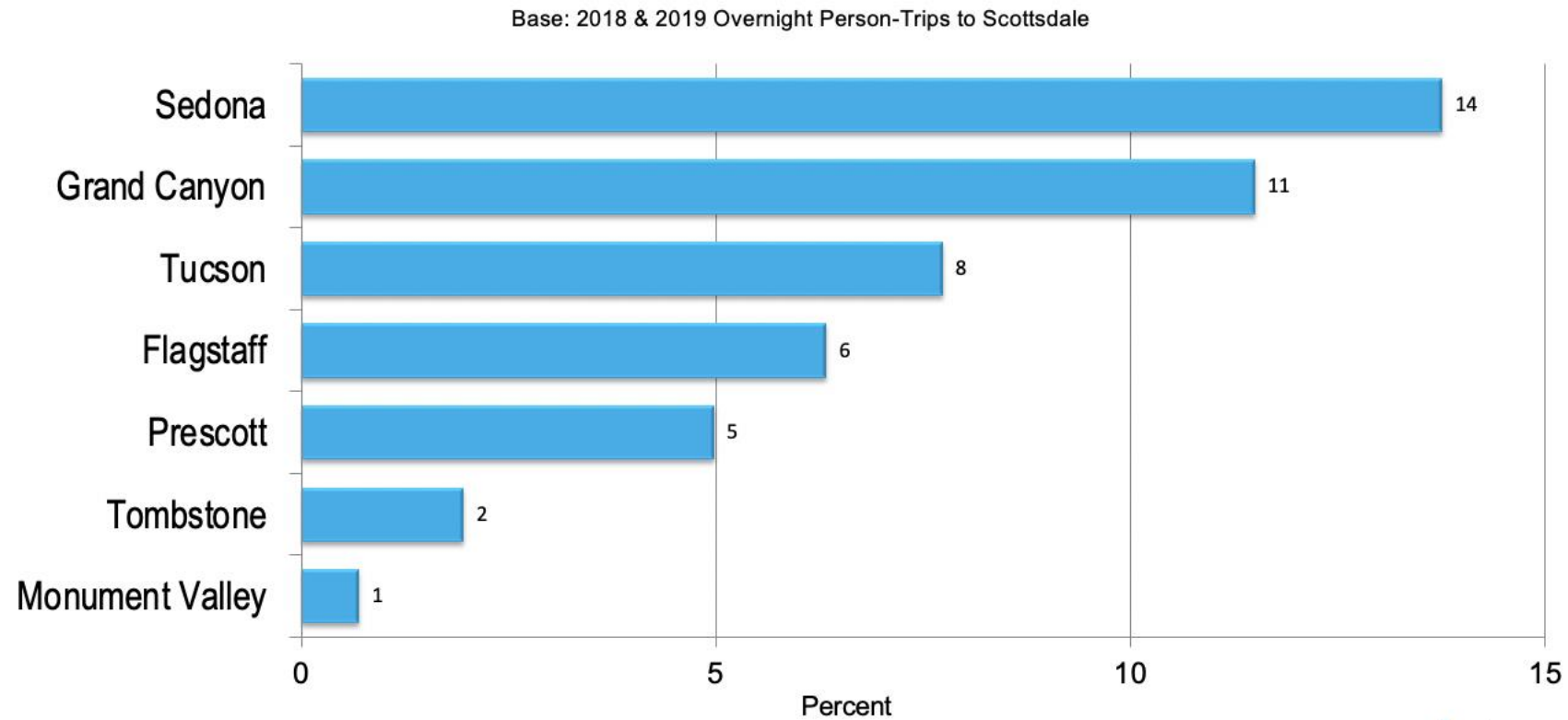


Primary Destination on Trip



Scottsdale

Arizona Destinations Visited on Scottsdale Trip



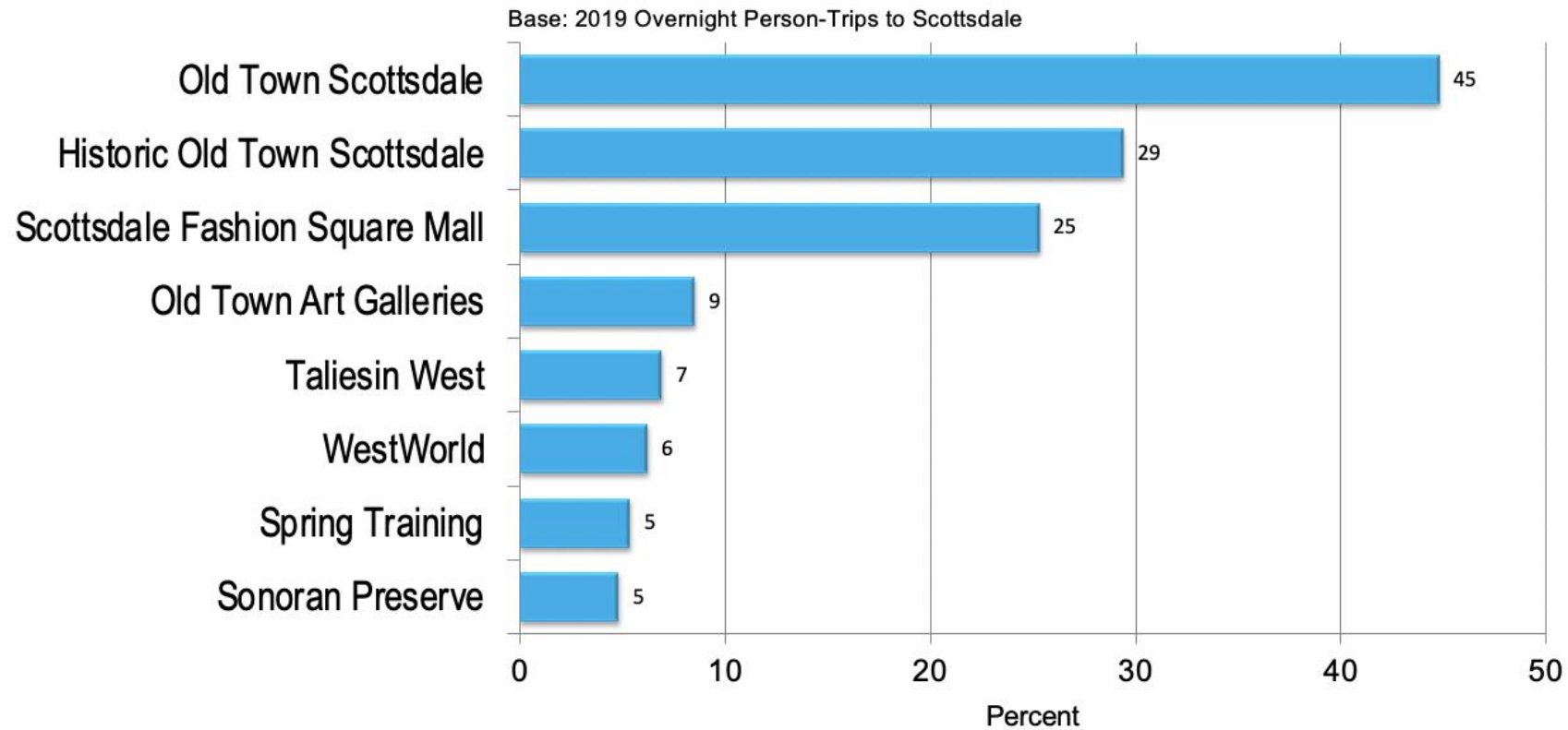
Ticket Purchasing



22%

Purchased tickets or made reservations for and activity, event or concert before arriving in Scottsdale

Attractions Visited/Experienced



Information Center/Kiosks



12%

Went to a Visit Scottsdale visitor information center or kiosk during trip

Questions?

Anna Blount

Director of Research Services
Longwoods International
ablount@longwoods-intl.com



arblount

